

Exhibit 6

To: Anton Dahlerbruch[adahlerbruch@pvestates.org]
From: Jeff Kepley
Sent: Mon 8/1/2016 3:16:22 PM
Subject: RE: Positive police news

Haven't talked yet. I can call him tomorrow.

From: Anton Dahlerbruch
Sent: Monday, August 01, 2016 3:16 PM
To: Dennis Wolcott <denis@thewolcottcompany.com>; Jeff Kepley <jkepley@pvestates.org>
Subject: RE: Positive police news

What's the status of this?



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From: Denis Wolcott [<mailto:denis@thewolcottcompany.com>]
Sent: Tuesday, July 12, 2016 8:47 PM
To: Jeff Kepley <jkepley@pvestates.org>
Cc: Anton Dahlerbruch <adahlerbruch@pvestates.org>
Subject: Positive police news

Hello Chief Kepley:

I know we've discussed this, so, let's consider a plan we can put into action.

Here is what I propose. Please review, then let's get on the phone to review so we can agree on a plan/strategy that makes sense to all.

Objectives/Goals:

- Provide the greater PVE community with ongoing positive updates and useful information about the Police Department
- Secure broader public support of the department through a focused outreach and information program.

Considerations:

Any "new" communications or outreach effort must be delivered with authenticity and sincerity. It can't be viewed as a "PR ploy" to make a department look good to hide the blemishes. If done correctly, the stories and news items will have an overall effect of balancing perceptions, sharing news that people find intriguing or countering long-held misperceptions. At a minimum, publishing these stories will have the basic impact of having information in the public venue and searchable. Of course, this doesn't prevent us from a more straight-forward "support the badge" effort – but that should be considered later and possibly if the first set of actions below do not achieve the desired result. We also are proposing a communications strategy without a formal survey of the

community specifically about its perceptions of the department and whether there is broad support of the department. The upcoming survey may shed some insights. Normally, I would advise having this kind of research at our fingertips before developing specific communications strategies.

Given all this, we believe we can immediately embark on a few organized efforts below:

A. Storytelling

Develop a series of short stories that cast a positive light on individuals and actions within the department. These could be routine "Meet the Officer" profiles, to a "Chief Chat" notes from you, "did you know" pieces, short opinion articles, a "second look" at a recent police matter, etc.

The **process** would be for you or someone in your department to **start** this process by writing a rough story, notes, outline, and then I can polish it. (This task will probably transfer to the new administrative analyst when she starts, or to other staffer with good writing skills). Eventually, once we get into a rhythm, this process should be routine. We may also consider any "true detective" stories that we can share without jeopardizing a case. Police stories – how did you solve a crime - are always popular with the public, as are more "in-depth" conversations about a police issue of the day.

Venues for these stories:

- Website. The upgraded content management system for the new website will allow staff in all city departments to create much brighter displays of content. I would suggest a special tab or box for these "~~behind the badge~~" stories on the Department's page. Since ~~behind the badge~~ is already synonymous with Orange County program, let's come up with a name. "The Blotter", "PVE Proud" or "At Your Service."
- Newsletter.
- Flyers or other special reports (quarterly) from the PD.

- B. Community forums. Whether through planned meetings (HOAs, neighborhood watch, etc.) or sessions specifically designed to elicit feedback, these are opportunities to effectively gain/solicit community testimonials. The assumption is that the silent majority does enjoy having its own police department and will support the department....when asked. If we feel these forums will result in positive commentary, we can write stories about these forums and otherwise find ways to get these signs of support out in the public.

I look forward to getting this process started.

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